

# Pro-Active Websites

## User Guide v. 4.4



**Pro-Active<sup>™</sup> Websites**

Tomorrow's eCommerce Solution, Today. <sup>SM</sup>

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# Pro-Active™ Websites

Tomorrow's eCommerce Solutions, Today.™



2008



2011

# Welcome!

On behalf of the entire team at Pro-Active Websites, thank you for trusting us to build your new website! We value your confidence and will continue to earn your business every day. Our company is dedicated to Constant Improvement and value comments and suggestions from our customers. Please feel free to contact us at any time!

We're proud of the reputation we're building in our industry and NAMM has recognized our work with two Best in Show Awards! They've been hearing "the buzz" from our family of happy customers and took the time to learn what we are doing to help independent dealers across North America. We appreciate this recognition and will continue to innovate, enhance and improve our products.

This User Guide is designed to provide you with quick answers to the most common questions and procedures within your Pro-Active Website. Remember to access the built-in HELP/FAQ area accessible from your website Control Panel. In addition to quick and concise answers, there are over 30 instructional videos available that walk you through procedures quickly and efficiently. The new Resources tab includes many related articles and resources to help you get the most out of your eCommerce goals.

Your Pro-Active Website gives you the tools to promote your business by using the Internet to reach your customers. Imagine the potential of maximizing your time and effort by **focusing on marketing your business** rather than worrying about your website design, functionality, timely order processing and maintenance!

***Our "Pro-Active Website Superstore Website" has the right features to help you make money!***

- Powerful yet easy-to-use **shopping cart and Control Panel**
- Can be pre-loaded with over **200,000 brand name** musical instruments, accessories and print music titles
- **Easily add unlimited products and pages** (items, pages, pictures, etc...)
- **Professional look and feel** evens the playing field with the big box stores
- Instrumental Rental, Lease-to-Own and Lesson Scheduling Modules **built in!**
- **Integrated Easy eBay Tool** allows you to post auctions with just a few clicks!
- Newsletter Creator, eSpecials Creator, Affiliate Program and Discount Code tools **increase your overall website marketing effectiveness**
- **Printable Catalog Tool saves time and money** by allowing you to quickly create flyers, catalogs, specials emails and much more!

Remember to watch the News Column within your Control Panel for the latest enhancements, announcements and webinar dates

Thank you for your business!

**Pro-Active Websites**

**847-398-5444**

**Technical Support:**

[support@pro-activewebsites.com](mailto:support@pro-activewebsites.com)

**Sales Support:**

[sales@pro-activewebsites.com](mailto:sales@pro-activewebsites.com)

[www.Pro-ActiveWebsites.com](http://www.Pro-ActiveWebsites.com)

## HELPFUL HINT!!



Video Tutorial Available

When you see this graphic, this means that there is a Tutorial Video available!

# New Users Please Do This First

1. Navigate to the **QUICK TIPS** section in the HELP/FAQ page
2. **Run a few test orders** (For Further Information, See Section 6)  
This will allow you to see how the website communicates with customers
3. **Modify your Welcome Message** (For Further Information, See Section 3)  
*ADMIN Home/Site Tools/Add-Edit Pages/Homepage*  
This is the first text a visitor sees. Tell them who you are, what you do and why they should buy from you. The body of the text can include hyperlinks. For example, when you say “ we are the state’s largest BC Rich dealer, create a link to the BC Rich products in the store.
4. **Add a few Products** (For Further Information, See Section 2)  
*ADMIN Home/Product Manager/Categories & Products*  
We discussed adding a few products as a starting point. You can create the category structure as desired. Remember, before you add anything, make sure you have a great image (the built in Gallery will show multiple images) and a great description. Other bonus items in the description can include YouTube videos, spec chart, etc...  
  
Create the class structure and add the new product. Be sure that the ACTIVE (green dot) is on. The images should not exceed 600 pixels wide. They should be in the JPG format.
5. **Put items on Special** (For Further Information, See Section 12)  
*ADMIN Home/Marketing/Specials*  
Add more items to the Specials Menu. These products appear on the home page as Featured Products and the Newsletter Manager will use these items when it creates a Specials Newsletter. Sign up for MailChimp (or any other email marketing service you wish) and you can copy/paste the HTML code when the Specials Newsletter is created.
6. **Create Your First Specials Email** (For Further Information, See Section 14)  
*ADMIN Home/Site Settings/Payment Modules*  
For the standard PayPal payment option, please select the first PayPal module listed. Simply install the module and fill in the form.
7. **Run Your First Contest** (For Further Information, See Section 17)  
*ADMIN Home/Site Configuration/Drawings-Contests*  
Activate and set-up the Contest Manager. Enter item to win.

You will receive a confirmation email from us that informs you when your new website is ready. This email message contains all of the settings and password information for your new website.

***Helpful Hint:** Be sure to print a copy and save this information in a secure place.*

The settings (password, server info, etc.) are included in the confirmation email message for you use when setting up new accounts in your mail program. Please note that FTP settings are included as well in case you wish to FTP files to our servers.


This email will contain all of the information you will need to set up email accounts in a variety of ways. We recommend that you use Google mail. To manage the accounts that you get with your new website.

## Here are the steps required to set up Gmail (as of 10/1/12)

Instructions on how to configure Gmail to use POP3 email can be found here:

<http://support.google.com/mail/bin/answer.py?answer=21289>

### To set up Mail Fetcher:

1. Click the **gear icon**  at the top of any Gmail page, choose **Mail settings** and open the **Accounts and Import** tab. (For Google Apps domains, open the **Accounts** tab.)
2. In the **Check mail using POP3** section, click **Add POP3 email account**.
3. Enter the full email address of the account you'd like to access, then click **Next Step**.
4. Gmail will populate sample settings, but we recommend checking with your other provider to learn the correct server name and port. Enter your **Password**.
5. Decide whether to:
  - Leave a copy of retrieved messages on the server
  - Always use a secure connection (SSL) when retrieving mail
  - Label incoming messages
  - Archive incoming messages

Click **Add Account**.

Once your account has been added successfully, you'll have the option of setting it as a [custom From address](#). This allows you to compose messages in Gmail, but have them appear to be sent from your other email account. Click **Yes** to set up a custom From address

### POP3 Email Users

Simply set up the email accounts within your email browsers using the provided account and settings information

## Add Your Own Products

There are two ways to add products to your website: **Individually** and in **Bulk**. The following example describes adding an individual product.

Prior to adding any new product to the website, please make sure that you have a good description and at least 1 decent picture. The website supports multiple images, and you may add them after the initial product is added.

Other content that you may add to the product description box includes: YouTube Video Clip Embed Code, PDF downloads, Audio Clips, Spec Sheets and additional links. All of this information may be uploaded using the HTML setting in the Product Description column of the Import Template File.

You may add and edit the enhanced content anytime you wish.

### Manually Adding Products:



Video Tutorial Available

1. Access your **Control Panel** and navigate to **Product Manager** and click on **Categories & Products**
2. Navigate to the **product category** where the item will reside. You may add categories at any level
3. Click on **New Product** at the bottom of the page and complete the form. Your Help Section will provide you with a list of **mandatory fields**
4. The **Products Description** box is much like a blank painter's canvas and can display text, pictures, videos and audio links. If you plan on embedding videos, please upload them to your YouTube account and copy/paste the Embed Code from YouTube
5. After filling in all sections and uploading your image, click **Update**
6. You will see the item in the list, be sure to click the **Green Dot to activate the product**

**Need your logo updated? Want to give your website a new look?**

**Then you need Professional Services! Give us a call at 847-398-5444 to discuss!**



## Bulk Import of Products

You may import products in bulk to your website. We provide you with a Sample Import File that is pre-loaded with a few lines of products to give you an idea of what is required.

Navigate to your **ADMIN/Product Manager/Import Products** and download the Sample CSV file using the link provided. Save this file on your computer in it's own folder. Next, navigate to **ADMIN/Product Manager/Export Categories** and download an save this file. This is the legend of Class ID numbers that will be needed within your import of products (Column P) You will find that you will be downloading this file on a regular basis because every time you create a category (at any level) the website dynamically creates a new Class ID number and adds it to this file.

Besides the actual data, you will need to format your product images prior to uploading via FTP. While each spreadsheet has columns where you list the product images, please note that when the properly completed import file is uploaded, it expects to find the large and small images on the FTP site in their correct folders. This means that you will need to have 2 sizes of every image. Here are the image requirements:

The recommended size for LARGE images is 750 x 750 MAX pixel dimensions at 72 dpi. Small images should be 200 x 200 pixels at 72 dpi. When putting image names in to a spreadsheet, all that's required is a unique image name, such as 123.jpg, even if that is not the model number. The images can then be uploaded via FTP into the appropriate image directory (large and small). Lastly, after the images have been successfully uploaded, then you may upload the Import File.

\*\*\*Please note: The image file listed in the spreadsheet must contain only the image name; i.e. 123.jpg. Placing URL's of images into the spreadsheet to hot link the images will not import the images into your website. Images must be sized correctly and uploaded via FTP as detailed above in order to appear in your website using the Bulk Import Process.

The following listing of the required fields in the Bulk Import Template. It is imperative that you do not alter the columns or names of these field or rearrange the columns in any way.

### **A: Products Status**

Required

### **B: Products Name**

Required

### **C: Products Manufacturer**

Required Make sure that the manufacturer is already in the store admin. Enter the manufacturer name exactly as it was entered in the Manufacturer maintenance page

### **D: Tax Class**

Required

### **E: Product Cost**

Not Required Although this field is optional, you MUST insert a value if you want the system to create a Product Price based on GPM.

### **F: Products List**

Required (never use the dollar sign \$)



## Bulk Import of Products (continued)

### G: Product Price and H: Product GPM (See Section 4)

Required One of these two fields MUST be filled in. If you leave the Product Price blank then the system will calculate the Product Cost to whatever the GPM is set at to display the Product Price. A product with a cost of \$1.00 that has a GPM set to 30%, will have a Price set to \$1.30 when viewing it on your store. If you want to set the Product Cost, then leave the GPM blank and the cost you entered will be shown to the end user.

**I: Description** Not Required This is not required but highly recommended. You may use HTML

**J: Products Type** Required

### K: Products Attribute

Not Required However, if entering SLAVE items, you MUST put in a product attribute. This is what is shown in the dropdown for the end user. For example, you could enter FINISH, COLOR, etc... as the attribute

### L: Products Code

Required. This is the main identifier for the product being entered. It is essential to allowing the shopping cart to function correctly. If adding SLAVE ITEMS, enter the same code for each and simply change the MODEL number to match each item individually. You need the code to be the same so the system can correctly link the slaves to the master.

**M: Products Model** (changes for slave items) Required Do not use spaces.

**N: Product Quantity** Required

**O: Product Weight** Required

### P: Class ID

Required This is an absolute MUST. Without this field the product does not know where to go. Refer to the Export Categories file as described above. Your website dynamically creates and assigns category ID numbers to each level of class you enter. The Export Categories file details those numbers for you.

### Q and R: Small and Large image

Not Required But if you want images to show then place in the model number with no spaces. Images will be uploaded separately to the FTP site. All you need to do is fill in the name of the image. It will be the same for large and small

**S: Your SKU** Not Required This is for internal store records

**T: Availability** Not Required But is a very nice feature showing online only or in store.

### U: Products URL

Not Required Used for master slave to show slave who the master is. System does this by default.

Once you have the Import File correctly filled out, and your images are properly named and sized. Then, you may first upload the images via FTP to their respective folders (large and small). After the images are uploaded, then you may use the interface located here **ADMIN/Product Manager/Import Products** to browse your hard drive for the file and upload it.

**\*\*\* TIP: When your import spreadsheet is complete, it must be saved as a CSV file. Make sure there is only one page within the spreadsheet.**





## Adding Information Pages

Open the **Control Panel**.

Click on **Site Tools** then **Add/Edit Pages**.

Click on **New Category**. Name the new category (page), select page order (alters the order of categories listed on the menu) and click save.

**Click Select** and a workspace opens. You can use this interface to create your new content or cut/paste the HTML from a desktop publishing or web page creation program.

**Be sure to click on save when finished.** Open your web browser and view your website changes. You may need to delete any current temporary Internet files in the cache. IE users click on **Tools/Internet Options** to clear files.

You may edit the sort order of how the pages appear. Click on the Page Name, then EDIT. Now you may enter the numeric position of where you want the page to appear.

## Adding and linking to pages that you do not want to appear in the Information Box or Navigation Menu.

You may now create new pages within their Control Panel and **not have them** automatically appear on their homepages.

This is especially useful when you need pages that can be accessed online, but may not be for everyone. Use this for Secret Sales, specific pages for Schools, groups, teachers, etc.

Detailed instructions have been added to the HELP/FAQ section.

**Want to increase the number of products on your website?**

**Ask us how to get more product feeds. Call 847-398-5444 today!**

## Gross Profit Manager (GPM Manager)

This is the menu item you will use to set the selling prices for your products.

**GPM Manager** sets your Gross Profit Margin for selected products. Your GPM is set to 30 by default at launch.

### *Configuration Options*

**Initialize** Sets the selected products to the desired GPM value.

**Incremental** Increases the selected products by the GPM value.

**Decremental** Decreases the selected products by the GPM value. If no GPM value is set GPM Manager defaults the GPM value to 30.

**Percentage Off List** Sets the selected products to the desired percentage off of the list price of the item

**Apply To:** Select from All Products, Only Products from Feeds or Only Entered/Imported Products

### *Refined Options*

**Categories** Click on the Categories sub-menu to select products that you want to set the GPM value to. Select the include sub-categories box to include any categories under your selected product.

**Manufacturer** Use the drop-down to select a manufacturer to adjust prices for

**Feed** Use the drop down to select the feed that you want to adjust prices for

**GPM From** The GPM From value is the lowest GPM value for the selected product(s).

**GPM To** The GPM To value is the highest GPM value for the selected product(s). For example: Lets say you want to select all six string guitars that have a GPM value ranging from 32 to 35. The GPM From value would be 32 and the GPM To value would be 35.

**Use the Discount off List tool** to set selling prices based on a discount off of list prices.

**Price From** Select the starting price for the item to be adjusted

**Price To** Select the desired selling price

## Rental and Lease-to-Own Modules



Video Tutorial Available

Your website has the ability for you to designate any products as RENTAL or LEASE-TO-OWN ITEMS. Most dealers use this area to set up their school rentals. It can be useful for other rented categories such as: PA , Lighting, Pianos, etc.

First, you'll need to set up a School Rental Program in your store. Under **Product Manager**, click **Categories & Products**. Then click **Rental Setup** at the bottom of the page. Create a new Category. Examples are provided. Create a Sub-Category, Finally, enter your third level categories into the boxes below. Third level categories are usually either classes or instruments.

Next, under **Product Manager**, click **Categories**. Then click **New Rental**. First, choose a product to base your rental on by clicking the "Choose" link. Then, choose the category that the new product will be saved in and whether this will be a rental product or a lease-to-own product. Once you have made your decisions, please click the "Next" button.

Next, fill in the length of the rental, the prices for one month and the total rental. Don't add the "\$" sign. Click **NEXT** then **CONFIRM**.

Now you are ready to start populating the rental categories. Click on **Product Manager**, click **Categories/Products**. Click the **Category** where the instrument you want to place on rent is located. Keep clicking on the categories until you're at the list of items. Click on the item you want then **COPY TO**. **Scroll** to the category you want, check **DUPLICATE PRODUCT** if you wish to keep a sellable version on your website and click **COPY**.

Lastly, you will need to edit the item's description to show that it is a rental. **Click on the item**, then click **EDIT**. **Type (Month-to-Month)** after the Products Name. **Enter the monthly rental fee** in the Products Cost box. **Enter the same fee** in the Products Price box and **change the Products Type to Rental**. You may also edit the description if necessary. Click **UPDATE** at the bottom of the page. Be sure the **Green Status Light** is "ON" and you're finished!

**\*\*\* TIP:** Click **View Store** at the top of your page to open the retail home page. This way you can toggle between the two and see your changes immediately! You may need to **REFRESH** your page.

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## Processing Orders



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You will be notified by email when an order has been submitted by a customer. In the spirit of great customer service, it's important that you process the order as quickly as possible.

**Open your Control Panel.** Click on **Order Information**, then click on **ORDERS**.

Click **VIEW** next to the customer's name and the order details appear. Please double-check for any questions or comments from the customer. You may reply in the area provided and click **UPDATE**. Notice that a **LOG** of correspondence will remain on the order detail page.

It's your choice to either fill the order from your store stock or send the order on to your Primary Vendor for drop-shipping. This is accomplished by selecting **SEND at the bottom of the page**. You may add a PO number or additional comments to the vendor. Click **SEND** when finished and you will see an entry labeled **INFOSYNC** showing the date and time the order was uploaded. **EDIT** allows you to make changes to the order details.

Clicking **INVOICE** or **PACKING SLIP** will open a new window with a printable version of each. Be sure to change the **STATUS** of the order after each session.

**Helpful Hint: Set up a dummy customer log in and actually place TEST orders from your own website! This way you can become completely familiar with the process. Enter a dummy credit card number of 4111111111111111.**

## Email Templates

While communicating with your customers via the COMMENTS box while processing orders, you may find it helpful to use the Email Templates Tool. For example, let's say that you find yourself sending the same Welcome Email to all new customers who place an order. Rather than having to type each one out individually or copy & paste the body of the message from Word or another source, simply USE A TEMPLATE.



Video Tutorial Available

This menu also allows you to alter the Automated Contest Manager Notification (**See Section 16**) and the Automated Customer Welcome email message.

Watch the VIDEO TUTORIAL available in the HELP/FAQ section of your website!



Video Tutorial Available

## Affiliate and Discount Codes

One of the most powerful marketing tools built in to your website is the ability to create and use **Affiliate and Discount Codes**.

This versatile tool allows you to create CODES and assign them with a value, either a percentage off of the sale or a specific dollar amount, and use them to drive traffic to the website.

## Organizations

You may cultivate relationships with band directors, choir directors, private teachers, clubs, churches and more by offering their members a discount code. You may add the organization and provide them with a percentage of the sales (credit to their account, free products, cash back, etc.) .

You may provide the point person from the group with a special log in and password to see how well the code is performing. What a tremendous way to motivate groups to send members to the website and in turn, allow you to show your reciprocal support to the group!

Many dealers get creative with their Discount Codes. For example, you could include one on your business cards, in your regular email correspondence with customers, all of your ads and flyers... ***the possibilities are endless!***

**In order to set up an Affiliate Organization**, first you'll need to enter an organization in the system. Here's how.... **Open your Control Panel**. Click on **Marketing then Affiliate Orgs**. Click **Insert**. Enter the Organization's Name and create a User Name and Password for the point person with the group. Click Insert when finished. You will see the new entry in the list.

Next, click on **Affiliate Codes**. Click on New Code. Type in a name for the code. Make it easy and memorable! Next, add the discount amount. Lastly, click on the drop down arrow under Organization and select the group. Type in the percentage and click INSERT to save.

**\*\*\* TIP: Make sure the Green Dot is on. This activates the code.**

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## Cart Discount Tool Overview

Now Pro-Active Dealers can create immediate, no code required discounts for website sales!

*Want to run a special weekend sale but there's little time to promote it? Or, running a Black Friday limited offer sales event? Just want to run a short-duration sale to spur some web sales?*

The new Cart Discount Tool enables you to **create purchase level amounts and correlating discounts with no-programming required!** For example, let's say that you want to offer customers 5% on orders of \$199.00, 10% on orders of \$499.00, 15% on orders \$999.00 and 20% on orders \$1299.99

The new Cart Discount Tool will **automatically apply the correct discount** when your customers reach the required amount! This is a tremendous tool and will be able to help you in many ways!

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### Enabling the New Cart Discount Tool

1. Log in to your **Control Panel**
2. Navigate to **Site Settings/Order Total Modules**
3. Click **EDIT** in the Cart Discount row
4. Click **Install**
5. Click **Edit**  
Click **TRUE** to activate  
*Sort Order shows a number by default, you may leave this alone*  
*Click True or False to allow shipping cost to be included in the discount*  
*Click True or False to include tax in the calculation*  
*Click True or False to re-calculate tax on discounted amount*
6. **Create** the Discount Levels  
This is the DEFAULT table: 1000:5,1500:7.5,2000:10,3000:12.5,5000:15  
You may create your own table. Simply follow the format as shown in the example.  
**Note:** You may create any amount of levels you wish. For example, let's say that you only wanted to offer one discount, "Receive a 10% on orders above \$99" You would enter 99:10 If you had 2 levels, "Receive a 10% on orders above \$99" or "15% on orders above \$300" You would enter 99:10,300:15
7. Click **Update** when finished **\*\*\* VERY IMPORTANT, if you do not UPDATE, your entries will not take affect\*\*\***
8. To deactivate the special offer, simply click on FALSE and UPDATE
9. You may now add text and graphics to your Home Page promoting this special discount event!



## Managing Affiliate and Reseller Requests

An **Affiliate** of your website earns a percentage of the sales they drive to your website. You can create a revenue stream by offering affiliates a special discount for remaining loyal to your business.

On your home page, under the INFORMATION box, there is a link to allow people to request to become an Affiliate. They simply complete an online form and you will receive an email announcing their request. If you decide to honor it, simply set them up using the **Affiliate Orgs** menu.

A **Reseller** of your website acts as an extension of your sales staff. You can provide a Reseller with a deeper discount allowing them to re-sell items and earn a slice of the profits. Resellers could include: teachers who buy and re-sell to students, etc.

Both of these programs can be utilized by other websites to drive traffic to your website. You could create a banner ad and link to your website for these “partners”. Many dealers actively “swap” links with other websites who may drive traffic to their online store.

### How it Works

Requests are initiated from the Home Page of your website. The person clicks on the link, for example: Become a Reseller, and completes a simple form. When submitted, you will receive an email from the website containing all of their contact information.

Next, simply contact them to explore how to work with them. Upon your approval, you will then use the Affiliate and Discount Codes tool to create their unique code (see Section 7)

They will enter the code at checkout to receive your designated discount. They will also be able to log in to their account and view their order history, manage their contact information and more.

**Want to increase the number of products on your website?**

**Ask us how to get more product feeds. Call 847-398-5444 today!**

## Printable Catalog

This powerful sales tool is so popular that it resides on the home page of your website.

As a retail sales tool, there are many ways to use the Printable Catalog. For example, let's say that a mother has come in to your store to find a guitar for her son's birthday.

You work with her and narrow the selection down to three guitars. The Printable Catalog feature will allow you to create and print a full-color handout that shows these instruments, their features, prices, images along with your store name, address and logo!

What a tremendous way for your staff to instantly provide a personalized handout! Imagine, no more scouring filing cabinets looking for expensive product brochures!

There are many uses for the Printable Catalog. Here's another example... let's say that one of your teachers wants a student to purchase 3 books for their next lesson. The teacher simply clicks on Printable Catalog, selects the books, prints the sheet and the student now has a personalized shopping list! The uses are endless!

You can even SAVE the assorted Printable Catalog Pages you create! Simply click SAVE PAGE and save the file to your computer.

**\*\*\* TIP: You may select View 3 or View 6 on the page. SAVE PAGE at the bottom and you can save the Printable Catalog as an HTML document that can be emailed to customers!**

**Currently the Printable Catalog will only save the first page when using the SAVE PAGE tool. It will create an HTML version of the first page and allow you to save it to your computer. Then, you may attach the file to an email that you would send to your customer.**

**Did you know that we offer  
free monthly webinars?**





**Search Engine Optimization.** A term that creates controversy with just about every conversation we have! It seems that everyone has their own opinion of how it works and what it can do for their websites. It's our hope to "de-mystify" SEO and provide you with some practical and useful tools to help you increase traffic to your websites.

What can the average dealer do without hiring an expert to step in and work on their websites? Here are a number of tips to help with optimizing your website. Read these and give them a try. I'm sure that you will see it's not out of reach to get results without spending a lot of money.

## Tip 1: **What exactly is Search Engine Optimization?**

Simply put, search engine optimization (or SEO) is making your website visible and relevant to both search engines and search engine users. Utilize these three key ingredients to accomplish a good SEO strategy:

**Content.** This is what drives repeat traffic and helps your website get noticed by search engines. Relevant content, especially when enhanced appropriately with good keywords and phrases, will feed hungry search engine spiders! I can't stress this enough, **content is key in effective search engine optimization.**

Add pages about your services, staff, events and helpful tips. Share your experiences with whatever makes you an expert or stand out within your community. The more unique content you can add to your website, the better.

**Keep it Simple.** Websites that place high within search engine results have this single trait in common. They are all simply designed, with a minimum of bandwidth taxing graphics, slow loading animations or other burdensome components.

Search engine spiders LOVE websites that are clean and easy to navigate because it makes it easy for them to get to what they're looking for... wait for it... CONTENT!

**Great Meta Tags.** This little line of HTML code contains metadata (or a description) about your website. It doesn't have any effect of how the page looks and is not seen by viewers who visit the website. It adds a description within the search results.

For example, perform a Google search for vintage banjos. Notice how vintage banjos appears in the title? Next, take a look at the short description that follows. This is the meta tag. Experts agree that 15 words is the optimum length.

You may modify yours at any time. Navigate here to edit it:

***Control Panel/Site Tools/Add-Edit Pages/Meta Tags: Description***

**Tip 2: Know Your Target Market**

Understanding your audience is a big part of a successful SEO strategy. Identify who your targeted customer is and tailor your content accordingly. Remember, every surfer uses search engines. You need to help them find you.

For example, your business sells vintage banjos, then your target audience are banjo players and collectors, right? Don't assume the search engines will magically determine this is your niche. They are not mind readers. They're basically computer programs and need help finding your website and connecting you with potential customers.

Your target audience knows what they want and are searching for it. You need to know what that is before you can deliver what they want. Here are a few ways to help figure this out.

**Rely on your network.** Friends, family, co-workers and customers are invaluable resources when trying to figure out who your target customer is. Ask questions and write down what they might search for in your targeted topic, what are the most important things they want to learn about or purchase, what they wouldn't look for, etc.

**Do your research.** Check out your local library and scour the online archives of the Music & Sound Retailer to look for articles that relate to your particular topic. See what the industry "buzz" is about.

**Join the crowd.** Locate and join user or discussion groups and see what people are talking about. Take an active role in them and share your expertise.

**Do your research.** Don't automatically assume that what you search for is what your audience is searching for. Keep adjusting your keywords and phrases in regular intervals.

**Tip 3: It's All About the Keywords**

Keywords are targeted words and short phrases that determine which category your website will be listed under in search engines. Web searchers use these words and phrases to find relevant websites. Doing your homework and selecting targeted key words and phrases will help you gain more traffic

Each page of your website should have one to three related keyword phrases that are site-specific. For example, you may have a page all about vintage banjos. Good phrases to target on this page would be: vintage banjos, antique banjos, banjo restoration, banjo collectors etc. Be sure to list any relevant brands and models too!

Use your keywords throughout your website and place them where they make the most sense. Don't go overboard because this is frowned upon by the spiders and can hurt you. Remain persistent, it takes a while to get the hang of this. Once you've mastered it, you'll see how this can benefit your website and increase traffic.

**Tip 4: Proper Placement of Keywords**

Now that you have your list, you'll need to actually put them somewhere. The more places you can reasonably put your keywords, the easier you will be found. As mentioned, don't overdo it. This is called "keyword stuffing" and search engines don't care for this tactic.

Some choice places for keywords include: above your logo, in the subheadings, headlines, within content, within links, product descriptions, events pages and as alternate tags for images. Always remember that search engine spiders are robots and are not intuitive. They are looking for an exact match to the keywords that are placed within your website, not words that are close.

This may sound like a lot of work. Frankly, it is. However, by learning this the correct way from the beginning and continuing to tweak your keywords and phrases for optimum search engine results, there's no doubt that your rankings will eventually go up. Patience is key.

**Tip 5: Use Your Keywords in the Title Tags of Your Web Pages**

A web page's title tag is one of the most important factors for how that page will rank in the search engines. Each page at your site should use a title tag that matches the search term you're trying to get the page ranked for. This is especially important at your main page. The title tag should also describe the content of the page in a concise and accurate manner. This helps the search engines decide how relevant the page is to a particular search term. The more relevant a page is, the higher it will rank in the results for that search term.

**Did you know that we offer  
free monthly webinars?**

  
**www.Pro-ActiveWebsites.com**

**Search Engine Optimization Tools Within the Website****Meta Tag**

A Meta Tag is the few lines of description you see when you perform a search. For example, go to Google and search GUITARS MILWAUKEE

Look a few lines down the page and you will see a number of links listed in BLUE. Immediately following them link, you will see a few sentences containing a description of the link. This is the Meta Tag and it's the only place where web shoppers will see this text. Experts agree that a Meta Tag of 20 words or less is the most effective. Make sure that you include key words relative to your business.

You may edit your Meta Tag within the Control Panel. Navigate to:

***ADMIN/Site Tools/Add-Edit Pages/Meta Tags: Description***

Type in your new description and make sure that you save it when finished.

**Key Words**

Your Pro-Active Website is extremely Search Engine Friendly! One of the easy to use tools we include is a Key Word Management Tool. Rather than making you use HTML and hard code key words in to your products and pages, the tool serves as a "catch all" and acts very much like a Word document.

Simply navigate to:

***ADMIN/Site Tools/Add-Edit Pages/Meta Tags: Key Words***

Type relative key words and phrases in to this box. Using the guidelines detailed in the preceding pages, enter words and phrases that identify and describe your brands, products, locations and services. Remember to SAVE this when finished and it is not uncommon for dealers to edit this on a weekly basis.

**Need your logo updated? Want to give your website a new look?**

**Then you need Professional Services! Give us a call at 847-398-5444 to discuss!**

## How do I list my website with the search engines?

Search engine optimization (SEO) involves a wide variety of optimization techniques to help make your website more visible on search engines. One of these techniques focuses on driving relevant, credible links and traffic from other sites back to your own website.

When these links come from websites with high credibility, your own site gains credibility in the eyes of the search engines. Therefore, you must submit your website to as many credible online properties as possible. Below are some of the hundreds of sites that can increase your site's search engine credibility, thus improving your rankings on search engines:

- Google™
- Bing™
- Facebook®
- Yp.com™
- NAVTEQ
- Google Places™
- Yahoo!®
- CitySearch®
- MerchantCircle®
- DataTeam
- Google Mobile™
- Google Maps™
- Twitter®
- Foursquare™
- InfoUSA

There are three main steps that you must do on a monthly basis to ensure that your website is easily found online.

### Research where your business should be listed

1. New properties are added regularly, and old ones go defunct
2. The more active places your site is listed, the more likely it is to be found
3. Listing on hundreds of highly credible sites like Google Places is more important than listing on thousands of less relevant or credible sites

### Submit your business listing to each individual online property

1. Make sure your information is complete and accurate
2. Some listings may be paid and some free
3. Follow the process for listing on each property and be sure to complete the verification process. See example of listings below

### Monitor monthly

1. Look for new properties and defunct properties, and submit or delete as necessary
2. Verify accuracy and completeness of your business information
3. Resubmit corrected information if incorrect info found

The following are examples of what goes in to these specific online properties:

**SERVICE: Google Places™** (also known as Google+)

COMPANY: Google™

Create your profile: To create a Google business page you need to first have a personal profile on Google+. You can login using your Google account if you already have one. If you don't have a Google account, you will need to create one first.

**Create a page:** Google helps people learn about what makes your business tick including your products, promotions, hours and anything else you want to share. If your location is important, for instance, add a map to your Google page that directs customers right to your doorstep. Keep that information up to date and make it easy to find through Google+ searches. You will need to have a Logo, 10 words that best describes your business, at least 5 photos that best convey the spirit of your company, and a list of sites you want to link to, to get started.

**Grow your circles:** Whenever people follow you, you can add them to your circles. They'll also begin to see your posts in their stream. So spread the word and encourage people to add you.

**Start Streaming:** This is where you can share with customers and see what they've shared with you. It is recommended to start with 10 - 20 posts and then continue from there.

**SERVICE: GPS Navigation Systems**

COMPANY: DataTeam Go to company website.

Enter your country information and select GPS systems types - hit OK

**COMPANY: InfoUSA** Go to company website.

Click 'Add my business' and fill in your business' contact information like business name, address, phone number, and a description of your business - hit 'submit'

**COMPANY: NAVTEQ** Go to company website.

Type in your business' name under "find and report" - hit 'search' Scroll down to bottom of page and hit 'add a new item to the map' Hit 'add a new POI' Enter your business information, like business name, address, phone number, and a description of your business - hit 'submit and confirm'

No matter what online properties you chose to submit to, make sure you get the most out of each listing:

**Choose** your business assets carefully as the logo and the pictures need to best represent your company.

**Decide** on the content and frequency of postings or updates. Identify a voice and style that are in tune with your business and be consistent.

**Promote** your business to your existing customer base and potential customers. Let them know who you are with great content they won't want to miss.

**Delight** your customers and give them reasons to come back. A special discount/promotion for your most valued customers will keep them engaged.



The Online Lesson Management Tool allows teachers to list available lesson openings enabling students to sign-up online without the need for store employees to spend valuable time managing the process. Two components work together to provide the information students need to sign up.

## LESSON MANAGER

Teachers simply create an account and log in to list available lesson times, dates and rates. The intuitive user interface makes it easy for them to list multiple openings in minutes!

## LESSON SCHEDULER

Students can check to see what teachers have openings, when they occur and what their rate is. To sign up, they select the available lesson time, complete the contact form and click submit. The teacher and student receive email confirmations from the website listing the time, instrument, player level and more.

**Note: The Superstore Website Solution allows retailers to easily create teacher bio pages complete with images and a link to the Online Lesson Scheduler.**

### Teacher Lesson Management Login

#### Lesson Types

[French Horn \(30 min.\)](#) - \$25.00 [\[delete\]](#)

[Trumpet \(30 min.\)](#) - \$25.00 [\[delete\]](#)

#### New Lesson Type

Type of Lesson:

Lesson Duration:  minutes

Lesson Cost (optional):

Teachers list their open lesson types, durations and rates first



### Teacher Lesson Management Login

#### Trombone Time Slots

No available time slots.

#### Add New Time Slots

Add time slots for these times:  
(one per line, e.g. **12:00 PM**)

On these dates [\[choose\]](#):  
(one per line, e.g. **08/31/2009**)

5:00 PM

[Manage Upcoming Lessons](#)

Once listed, they manage the available time slots and dates using a drop-down calendar tool



Clear							Close
<Prev	Today			Next>			
October		2012					
Su	Mo	Tu	We	Th	Fr	Sa	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31				



## LESSON MANAGER INSTRUCTIONS

1. Dealer logs in to Admin/My Store and selects 'Scheduler' under 'Site Configuration'. Dealer enables Scheduler (true) and edits name (appointments or lesson) and page names.
2. Dealer authorizes individual teachers to use the system. Log in to Admin Menu//Customers. Locate teacher in customer list and select CAN MANAGE LESSONS. This action authorizes the teacher to use the Lesson Manager program.
3. Once authorized, a teacher clicks on Lesson Manager then logs in to their account on the website
4. They are now in the Lesson Manager and can begin to enter their open lesson slots.
5. Teacher lists TYPE OF LESSON, DURATION and COST. Click ADD and a confirmation message appears.
6. Teacher click on Lesson Type and then selects MANAGE LESSON TIME SLOTS
7. Time Scheduler appears. Teacher enters Lesson Time Slot on left side and clicks CHOOSE on the right to display a pop-up calendar. Teacher clicks on the first available date and it is inserted in to the summary box. Click ADD when finished to register the new time slots within the program.
8. It is recommended that the teacher clicks on at least 4 consecutive weeks of the new lesson time slot. As students browse for available time slots, the calendar function defaults to today's date and shows a week at a time. Listing a month in advance minimizes the teacher's maintenance to the program and once the date is scheduled by a student, it is blocked from duplicate bookings.
9. Teachers may log in to their account and manage times and see booked lessons when they access the Lesson Manager. Email messages are sent from the system whenever a new student signs up.

## LESSON SCHEDULER INSTRUCTIONS

1. Student clicks on LESSON SCHEDULER and is prompted to either create an account or log in
2. Student selects teacher and instrument type by scrolling through the weekly schedule of available lessons
3. Student selects time slot and provides contact information, then clicks RESERVE LESSON
4. A confirmation email is immediately sent to the student and teacher





Video Tutorial Available

## Adding Featured Products to your Home Page

The Featured Products on your home page appear in two ways. First, the vendors who feed products to your website may occasionally “push” specials out to the eNetwork. These “featured products” will automatically appear on your home page.

Second, you may add your own featured products. You will be able to set the sale price and expiration for the special to end.

Log in to your Control Panel and navigate to **ADMIN/Marketing/Specials** You may see items already in this list. You may edit these items by clicking on the item, then click EDIT to the right. At this point you may modify the sale price and expiration date. Be sure to click UPDATE when finished. Lastly, make sure the item is activated by clicking the GREEN DOT.

Adding your own specials is easy! Click NEW PRODUCT at the bottom of the list then search for the items you wish to place on special using the drop-down menu for the type of search you wish to perform. Once you locate the item, click EDIT next to the name of the product and type in the new sale price and use the drop-down calendar to set the END date. Click INSERT when finished and make sure the item is activated by clicking the GREEN DOT.

**\*\*\* TIP: Leaving the expiration date empty will allow the item to be displayed indefinitely on your home page.**

Navigate to your Home Page and REFRESH. Now you will see your newly added and/or modified featured products.

You may adjust the number of featured products that appear on your home page by adjusting the quantity here: **ADMIN/Site Configuration/Maximum Values/Selection of Products on Special**

Clicking on SHOW ALL will open a new page and display all featured products on one page.

### Featured Products [\[Show All\]](#)

Powerwerks



Powerwerks Right Angle Instrument Cable, 20'

List: \$14.99

Price: **Too (see price in cart)**  
**LOW to SHOW**

**Buy Now!**

KORG



Korg TM-50 Digital Metronome Tuner

List: \$40.00

Price: **Too (see price in cart)**  
**LOW to SHOW**

**Buy Now!**

Woods  
Instruments



Woods 2012 Limited Edition Dreadnaught, Flame Maple

List: \$219.95

Price: **\$113.33**

**Buy Now!**

## eSpecials Newsletter Creator

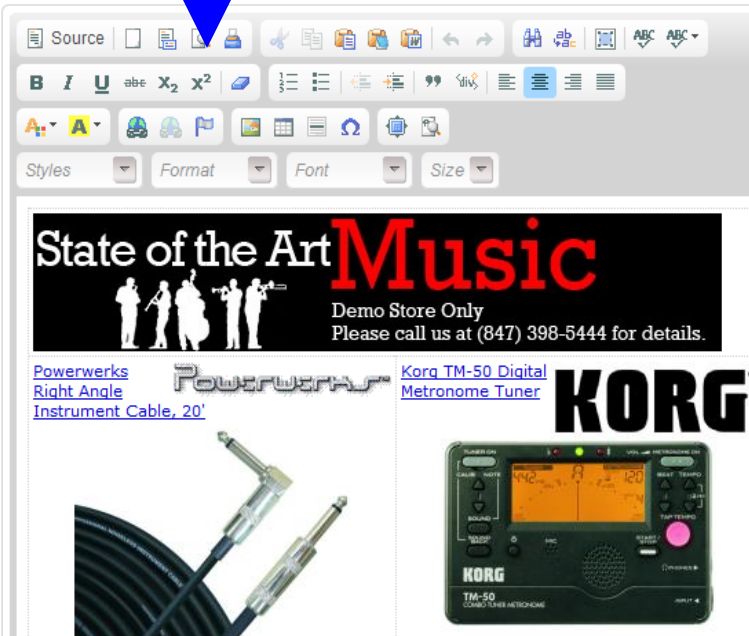
Once you have added Specials (Featured Products) to your website, that will enable the Newsletter Manager to dynamically build a New Specials Newsletter instantly.

Navigate to **ADMIN/Marketing/Newsletter Manager** and click on New Specials Newsletter. At this point, the website will dynamically build a newsletter.. Using the navigation buttons at the top of the Rich Text Editor, you can modify the content of the Newsletter and see a preview.

Module:

Newsletter Title:  Required

Content:



The screenshot shows the 'Source' tab selected in the Rich Text Editor toolbar. The preview area displays a newsletter layout with a black banner for 'State of the Art Music' featuring silhouettes of musicians and the text 'Demo Store Only Please call us at (847) 398-5444 for details.' Below the banner are two product listings: 'Powerwerks Right Angle Instrument Cable, 20\'' with an image of a cable, and 'Korg TM-50 Digital Metronome Tuner' with an image of the device.

If you wish to further edit the newsletter, you click on the SOURCE tab and copy/paste the code in to your HTML Editing software.

Your Pro-Active Website builds the Specials Newsletter however it is your responsibility to send the message to your customers using your own email utility.

There are many Bulk Email Programs available. The most common are Constant Contact and MailChimp.

**\*\*\* TIP:** These services allow you to paste in your own code for the message. The best part about these services is their ability to track the clicks. Meaning, they can provide you with detailed reports of who opened the message and what products and links are actually clicked on by your recipients.

## Email Templates

Your website includes an Email Template tool that allows you to instantly communicate with customers from within the Orders Menu. Not to be confused with Bulk Email, the Email template tool is designed to assist you with providing exceptional customer service. Please refer to Section 6 for details.

## Set Up the eBay Listing Program

Before starting to make your own auctions you must first download and install Turbo Lister. It is a FREE tool provided by eBay. The link is provided in your **Control Panel**. Click on **SITE TOOLS** then **EBAY EXPORT**. Click on the **link provided** and follow the installation instructions.

**Helpful Tip:** Before going through this process, ensure that you indeed have an account established with eBay! eBay provides excellent help with their Turbo Lister utility. Please take the time necessary to become familiar with its functionality to ensure quick and easy auction postings.

Please follow these steps to utilize Turbo Lister and the eBay Export Tool:

The screenshot shows the Pro-Active Websites admin interface. On the left is a navigation menu with categories like Admin Home, Order Information, Product Manager, Marketing, Customers, Site Tools, Site Settings, Site Configuration, and Statistics. The main content area is titled 'Ebay Export' and features a search bar and a table with columns: ID, Product ID, Title/Name, Start Price, Status, and Options. Below the table, a dialog box titled 'Insert new export item' is open, showing 'Step 1: Search for product' with a search input field containing 'BC-JDGUN' and 'search' and 'cancel' buttons. A red arrow points to the search input field. The text 'Enter the model number and click on the search button' is overlaid on the image.

**Want to increase the number of products on your website?**

**Ask us how to get more product feeds. Call 847-398-5444 today!**

**SECTION 15**

# eBay Tools (continued)

Pro-Active Websites

Admin Home

Order Information +

Product Manager +

Marketing +

Customers +

Site Tools -

- Add/Edit Pages
- eBay Export
- Keyword Tool (Google)
- Keyword Tool (Wordtracker)
- SEO Test

Site Settings +

Site Configuration +

Statistics +

Questions? Contact Pro-Active

Pro-Active Websites  
Tomorrow's eCommerce Solutions, Today.

Notification Area

Home Shopping ? Quick Navi

Ebay Export Search: BC-JDGUN

Product ID	Title/Name	Model	Price	Status	Options
488134	B.C. Rich Jon Donais Signature Gunslinger, Satin Black	BC-JDGUN	1213.9900	<span style="color: green;">●</span>	<b>Step 2:</b> Select the desired product to insert into the export from the left.  Note: Products already in the export will not be shown in this search.  <input type="button" value="cancel"/>


Displaying 1 to 1 (of 1 products) Page 1 of 1

Click on the product title

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Ebay Export Search: BC-JDGUN

Product ID	Title/Name	Model	Price	Status	Options
488134	B.C. Rich Jon Donais Signature Gunslinger, Satin Black	BC-JDGUN	1213.9900	<span style="color: green;">●</span>	<b>Step 3:</b> Insert export item  Status <input checked="" type="radio"/> Active <input type="radio"/> Inactive  Template default.tpl  Title B.C. Rich Jon Donais Sigi  Category <input type="text"/>  Category Additional* <input type="text"/>  Start Price <input type="text"/>  Reserve Price* <input type="text"/>  Buy It Now Price* <input type="text"/>  <input type="button" value="save"/> <input type="button" value="cancel"/>  *Extra fee

Click on the  icon to the left of the category to select the corresponding eBay category

Beginner Packages

- Acoustic Guitar
- Bass Guitar
- Electric Guitar
- Electric
- Guitar Amplifiers
- Acoustic
- Bass
- Electric**
- Speaker Cabinets
- Parts & Accessories
- Other
- Guitar Builder/ Luthier Supply
- Novelty & Gifts
- Apparel
- Ads
- Mini Guitars
- Pins
- Other
- Parts & Accessories

Guitar

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**SECTION 15**

# eBay Tools (continued)

**Ebay Export** Search: BCJDGUN

Product ID	Title/Name	Model	Price	Status	Options
488134	B.C. Rich Jon Donais Signature Gunslinger, Satin Black	BC-JDGUN	1213.9900	●	Step 3: Insert export item

Displaying 1 to 1 (of 1 products) Page 1 of 1

Status:  Active  Inactive

Template: default.tpl

Title: B.C. Rich Jon Donais Sig

Category: 33034

Category Additional\*

Start Price: 1699.99

Reserve Price\*: 1899.99

Buy It Now Price\*: 1999.99

\*Extra fee

Make sure that all information is correct and click save. →

New export item successfully inserted!

**Ebay Export** Search:

ID	Product ID	Title/Name	Start Price	Status	Options
2	488134	B.C. Rich Jon Donais Signature Gunslinger, Satin B	1699.9900	● ●	<input type="button" value="new item"/> <input type="button" value="export"/>

Displaying 1 to 1 (of 1 products) Page 1 of 1

Welcome to the Ebay Export tool!  
Before starting to make your own auctions you must download Turbo Lister. It is a free tool provided by Ebay.  
Click here to download Turbo Lister!

Once you click the save button you will see a bright green bar at the top of the screen showing that the item was created. Continue to create as many new items as you wish to export into Tubro Lister, then click the export button.

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**SECTION 15**

# eBay Tools (continued)

www.cutting-edgemusic.com/storeadmin/ebay\_export.php?action=export

ID	Product ID	Title/Name	Start Price	Status	Options
2	488134	B.C. Rich Jon Donais Signature Gunslinger, Satin B	1699.9900	<span style="color: green;">●</span> <span style="color: red;">●</span>	<b>Export auctions</b> Duration: 7 Days 3 Days 5 Days 7 Days 10 Days* Shipping type: <input checked="" type="radio"/> Fixed <input type="radio"/> Calculated Shipping discount: <input type="checkbox"/> Apply a shipping discount when buyer purchases multiple items Insurance Options: Included in S&H Amount: Fixed shipping Shipping price: \$30.00 Calculated shipping Packaging & handling fee: Package size: Letter Shipping service: <input checked="" type="radio"/> UPS Ground <input type="radio"/> UPS 3-Day Select <input type="radio"/> UPS 2nd Day Air <input type="radio"/> UPS Next Day Air Saver <input type="radio"/> USPS Priority Mail <input type="radio"/> USPS Parcel Post <input type="radio"/> USPS Media Mail <input type="radio"/> USPS First Class Mail <input type="button" value="export"/> <input type="button" value="cancel"/>

Displaying 1 to 1 (of 1 products) Page 1 of 1

Select the options that you want from the menu on the right.

Click Export to create a CSV file to be imported into Turbo Lister

CSV export file successfully created. Click here to download the file. (Right click Save As...)

Pro-Active Websites

Admin Home

Order Information

Product Manager

Mark

Custo

Site

Add

eBa

Key

Key

SEO

Site S

Site C

Stat

Notification Area

Quick Navi

Search:

Options

new item export

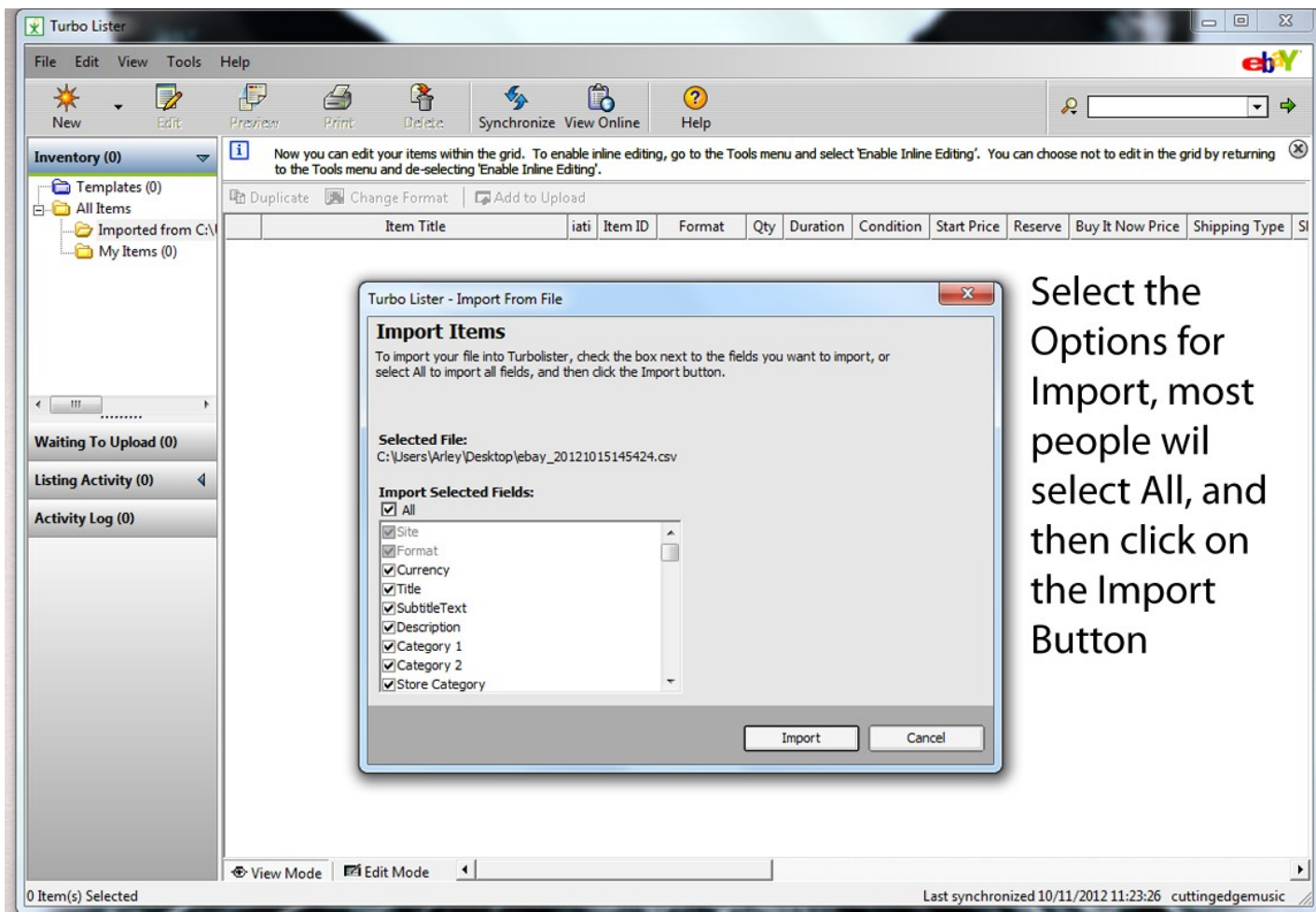
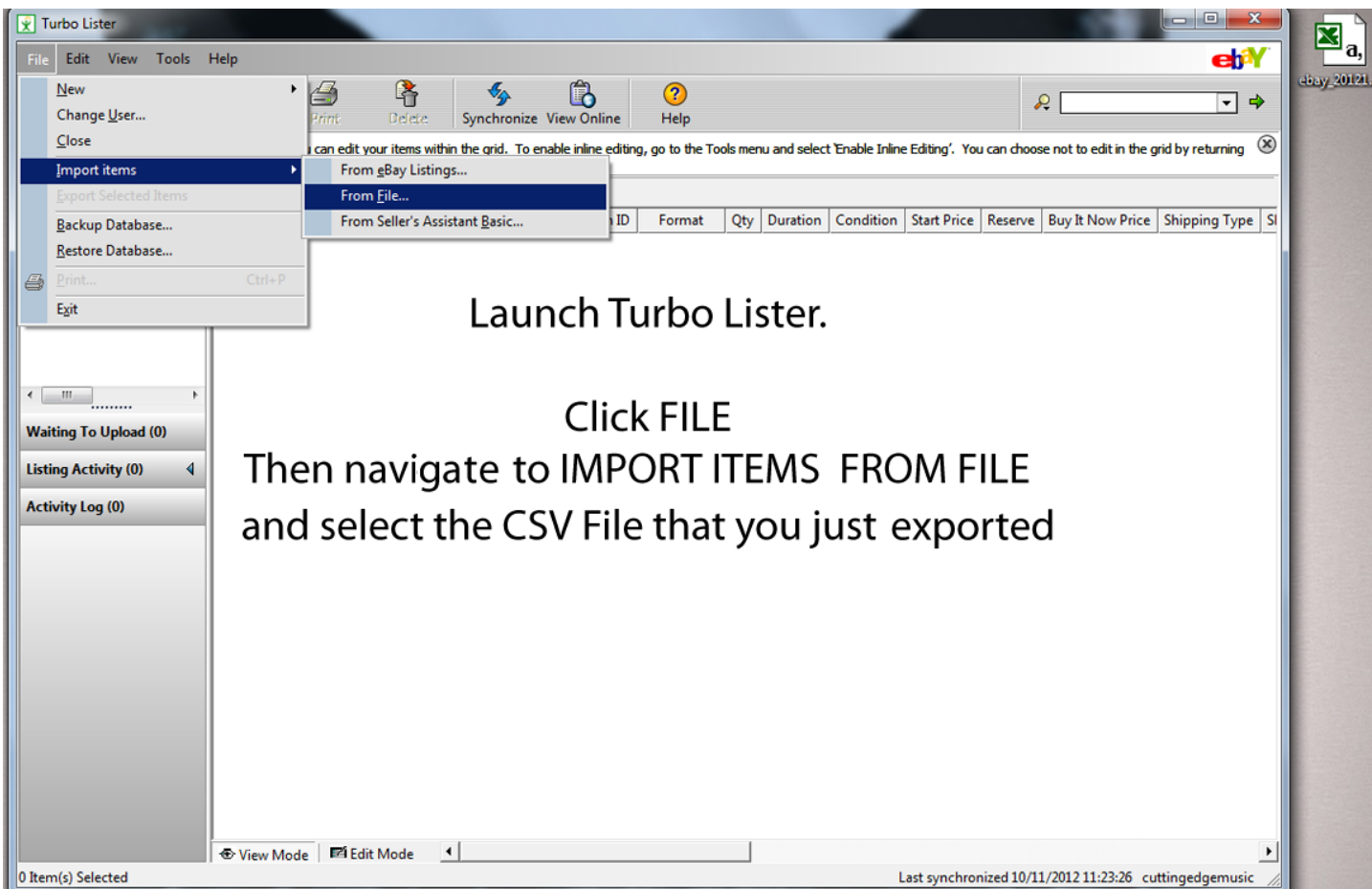
Welcome to the Ebay Export tool!  
Before starting to make your own auctions you must download Turbo Lister. It is a free tool provided by Ebay.  
Click here to download Turbo Lister!

Save As

File name: ebay\_20121015145424

Save as type: Microsoft Excel Comma Separated Values File

You will see green bar at top. Right Click and Save As to save the file to a location you can easily find



**SECTION 15**

# eBay Tools (continued)

The screenshot shows the Turbo Lister application window. The menu bar includes File, Edit, View, Tools, and Help. The toolbar contains icons for New, Edit, Preview, Print, Delete, Synchronize, View Online, and Help. On the left, there is an 'Inventory (1)' sidebar with folders for Templates, All Items, Imported from C:\, and My Items. Below this are sections for 'Waiting To Upload (0)', 'Listing Activity (0)', and 'Activity Log (0)'. The main area features a grid with one item: 'B.C. Rich Jon Donais Signature Gunslinger, Satin B'. The grid columns are Item Title, Item ID, Format, Qty, Duration, Condition, Start Price, Reserve, Buy It Now Price, and Ship. A large text overlay reads 'The Item has now been imported into Turbo Lister'. At the bottom, it shows '1 Item(s) Selected' and 'Last synchronized 10/11/2012 11:23:26 cuttingedgemusic'.

Item Title	Item ID	Format	Qty	Duration	Condition	Start Price	Reserve	Buy It Now Price	Ship
B.C. Rich Jon Donais Signature Gunslinger, Satin B		Auction	1	7	Edit to view...	\$1699.9900	\$1899.9900	\$1999.9900	

The screenshot shows the 'Preview Item' window for the guitar. The title is 'B.C. Rich Jon Donais Signature Gunslinger, Satin B'. Below the title is a 'Listing Summary Table' with the following details:

Subtitle			
Category 1	Musical Instruments & Gear > Guitar > Electric (# 33034)		
Category 2			
Main Store Category			
2nd Store Category			
Duration	7 days	Format	Auction
Quantity	1 item	Site	USA
Start Price	1699.9900	Listing Upgrades	None selected
Reserve Price	1899.9900	Shipping Costs	Buyer pays flat Postage rates. Postage service(s) offered: UPS Ground: \$30.00
Buy It Now Price	1999.9900	Tax	Tax: 9.75% State: IL

Below the table, the item name 'B.C. Rich Jon Donais Signature Gunslinger, Satin B' is repeated. A large image of the guitar is shown. At the bottom, it says 'Item 1 of 1' and has 'Edit' and 'Close' buttons.



# Customer Loyalty Rewards Program

A 'Customer Loyalty Discount' program is so each time a customer makes a purchase, they will receive a discount based on how much money they have spent at your store.

To set this click 'Order Total Modules' under 'Site Settings'. Then press install if not already and press 'edit' to alter the variables. First you must enable it by setting it to 'true'. Then set a 'table rate' to let the system know what type of discount to give for a specific dollar amount.

## For Example:

"Table Rate" is designed to either add the total price together and give a discount based on that. For example: I have a table that looks like this

1000:5,1500:7.5,2000:10,3000:12.5,5000:15. That is saying that for anything up to \$1000.00 give a 5% discount. Then for anything up to \$1,500.00 give a 7% discount. So on....**NOTE: The customer will be able to see this table when the log-in**

At time of checkout if this feature is enabled properly, the user will get a discount for their Customer Loyalty based on the table.

Here is a Screen Shot of what the customer sees when they are participating in the program. This is accessed from the home page of the website when they log in to their account and click on "My Account".

## Customer Loyalty Discount

---

Your order amount in the last year totals: **\$2,499.99**

Therefore, you are eligible for an extra discount of **10%** on your purchases.

Here is our current Loyalty Discount Table for purchases made over the last year:

Amount		%	To Go
\$1,000.00	✓	5%	
\$1,500.00	✓	7.5%	
\$2,000.00	✓	10%	
\$3,000.00	➔	12.5%	\$500.01
\$5,000.00	➔	15%	\$2,500.01

## My Account

---

Please note that you are able to set the thresholds and discount amounts within the Control Panel. The system will automatically apply the discount that the customer has attained during check out. Plus, this log in summary will inform them of how much they need to spend to get to the next level.

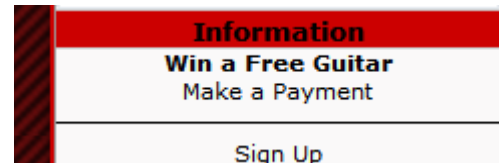


## Setting Up the Contest Manager

The Contest Manager is a great way to collect names and email addresses from customers and prospects who visit the website. You may promote the contest using your social media websites, flyers, email blasts, bag stuffers, etc. It's easy to activate and manage!

1. Navigate to **ADMIN/Site Configuration/Drawings-Contests** and edit the Enable link.
2. Enter the name of the prize (Guitar, Keyboard, Drum Set, Gift Certificate, etc.)
3. If desired, you may enter the unique Shipping Product ID for the item. This enables the tool for awarding the prize to add the item to the Shopping Cart automatically when the winner claims the prize.

Once activated using this procedure, a link will appear in the Information Box on your home page:



## Editing the Contest Details Page

You may edit and enhance the page that provides the details for Contest sign ups. Navigate to **ADMIN/Site Tools/Add-Edit Pages/Drawing-Contest Details**

Using the Rich Text Editor, you may design your Contest Details here using the options and tools provided.

You may also create your Details Page within another utility and copy/paste the HTML code in to the Rich Text Editor. Prior to pasting in your own code, be sure to click the SOURCE button.



## Picking a Winner

When it's time to pick a winner, navigate to: **ADMIN/Marketing/Pick a Winner**

You may have the system pick a winner at Random and send an email automatically that notifies the person that they have won.

\*\*\*\* **TIP:** Prior to sending this email, you have the ability to personalize the Automated Email Winner Message within the Email Templates tool located here: **ADMIN/Order Information/Email Templates**

Once you have picked a winner and sent the notification email, the system automatically moves all of the remaining email address to the View Previous Entrants windows. You are allowed to send all of the previous entrants an email message from your ADMIN using the Contact Previous Entrants tool.

\*\*\*\* **TIP:** Clicking REMOVE Previous Entrants will clear the list permanently. Make sure you have copied these emails and saved them on your hard drive.

## Enabling the Events Calendar

1. Open your ADMIN
2. Navigate to SITE CONFIGURATION
3. Click on MY STORE
4. At the bottom of the menu, locate ENABLE EVENT CALENDAR
5. Click EDIT and select TRUE then click UPDATE

You will now see the Event Calendar link appear in your INFORMATION section of your website.

\*You may need to refresh your browser

## Adding Events to the Calendar

1. Open your ADMIN
2. Navigate to SITE TOOLS
3. Click on EVENT MANAGER
4. Click on NEW EVENT
5. Add Event Details

**Date:** You may click on the blue arrow and select the date

**Time:** Click on the drop down arrow and select the time. While the ADMIN uses the 24 hour time format, the front end displays the time in 12 hour format

**Title:** Enter the name of the event

**Details:** Use the Rich Text Editor (same tool found throughout the ADMIN) to add the details of the event. You may upload pictures, add links, bold, center, highlight or underline text, spell check, etc. This is much like using Word or any other word processing program. You may create the event details in an HTML editor and copy/paste the code in to the work space. Please click on the SOURCE button prior to pasting

6. Be sure to click SAVE when finished. You may now view the event on your home page. \*You may need to refresh your browser



**Free Blues Guitar Clinic**  
**3rd Friday of the Month**

State of the Art **Music**  
 Demo Store Only  
 Please call us at  
 (847) 398-5444 for details.

**3rd Saturday of Every Month**



**FREE WORKSHOP!**  
**Computer-Based**  
**Recording Tips**  
**and Tricks!**

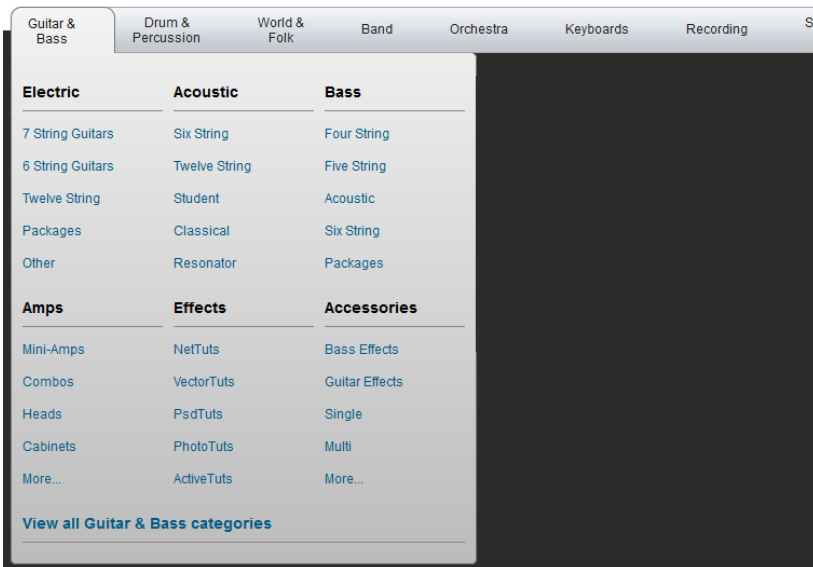
## Enhanced Template Upgrade

For customers who are using a Standard Template, we are now able to offer an exciting upgrade option. Our new **Enhanced Templates** add a rotating banner, sliding “drop-down” menu and improved overall graphics.

[Click Here for More Details](#)

Or, enter this link in your browser:

[http://www.shop.pro-activewebsites.com/categories/Enhanced-Templates-10\\_12\\_58.html](http://www.shop.pro-activewebsites.com/categories/Enhanced-Templates-10_12_58.html)



### Drop-Down Menu

As customers hover their mouse over the category name, all of the sub-categories “drop-down” allowing them to easily navigate to their desired category. This process enables customers to find what they are looking for faster and with less mouse clicks.

### Rotating Banner

You may easily add your own banners to the rotation. The tool allows for 10 slides and you may replace them at any time. Our Support Team will provide image specs based on your template.



**Call a Sales Consultant Today! 847-398-5444 [support@pro-activewebsites.com](mailto:support@pro-activewebsites.com)**



# Professional Services

***Need a logo? Custom Programming?  
Want to Give Your Website a Facelift?  
Need a Template Upgrade?***

**Absolute Satisfaction Guaranteed.** Our staff is dedicated to producing exceptional results. We will work with you to design and develop the right logo or programming that accurately reflects your corporate image and gets results

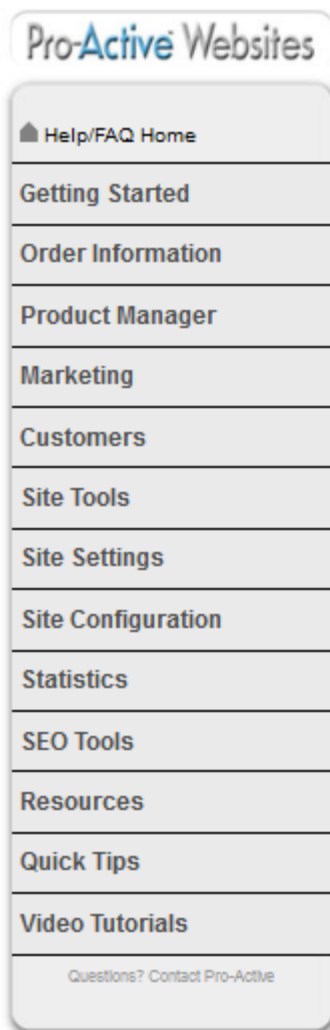
**Affordable Prices.** We value the relationships that we build with our dealers and want to help them be successful on the Internet. We provide exceptional rates for our customers and would be happy to discuss your project in detail. Call us today!

**Fantastic Customer Service.** You will work with trained professionals who are highly skilled, courteous and understand your business

**Time is Money.** On a tight schedule? No problem! We know how important your time is. Our developers and designers are sharp, efficient and will work hard to help you stay on budget and schedule

**Talent, Talent, Talent.** Our developers and designers are formally educated and trained in graphic design, fine arts and custom web design. They are brilliant and extremely creative. Additionally, our Quality Control Managers ensure the highest level of results!

**Call a Sales Consultant Today! 847-398-5444 [support@pro-activewebsites.com](mailto:support@pro-activewebsites.com)**



## Resources

Tutorials, tips, and other useful resources for your store.

### Questions:

- How do I connect to my website via FTP?
- How do I resize multiple images in PhotoShop?
- Getting Started with your New Superstore Website
- Adding an email account to your iPhone
- How do I setup my email using an email client?
- How do I add Google Analytics code?
- How do I verify my website with Google?
- How do I change my store's header?
- How can I replace wording on the website?
- How can I change my password for the storeadmin?
- I need to change a color on a specific item?
- What is my website's new DNS record?
- How do I access my store's template files?
- Why can't I download certain files via FTP?
- How do I add YouTube video content?

## Resources

Extra help and advice is available within your Control Panel. Navigate to the Resources Tab and you will see a variety of issues covered including website maintenance, enhancements, mail settings, browser issues, image specs, adding YouTube videos and much more.

## Article Library

We have listed many articles within this section that offer advice and guidance to assist you with managing and promoting your website. The Article Library may also be access by visiting: [www.pro-activewebsites.com/Articles](http://www.pro-activewebsites.com/Articles)

We encourage you to utilize these resources to help you gain a stronger, overall view of eCommerce and the many ways that your website can help your business grow and prosper in the years to come.

**Need your logo updated? Want to give your website a new look?**

**Then you need Professional Services! Give us a call at 847-398-5444 to discuss!**

# Online Help is Ready 24/7/365!

Pro-Active Websites

- Help/FAQ Home
- Getting Started
- Order Information
- Product Manager
- Marketing
- Customers
- Site Tools
- Site Settings
- Site Configuration
- Statistics
- SEO Tools
- Resources
- Quick Tips
- Video Tutorials

Questions? Contact Pro-Active

## Backend FAQs Support

Please choose a category on the left that corresponds to the section you would like to read more about.

**Have Questions?**  
We have answers  
[Click Here](#) to email support



Support@Pro-ActiveWebsites.com

[Click Here](#)  
to view our new  
video tutorial  
section



[Click Here](#)  
to download the  
**Pro-Active Websites**  
User Guide



 **Quick Tips**  
Do More in Less Time!

## Search Our FAQs

How do I add \_\_\_\_\_

How do I add a new page on my website?

How do I add Google Analytics code?

How do I add YouTube video content?

How do I add new products?

How do I add meta tag keywords and description to my website across all pages?

How do I add a charge for orders under a specific dollar amount?

How do I add a currency to my store's system?

\_\_\_\_\_ on my home page and other

How to process orders

Setting up the basic PayPal payment option

Creating new pages that are accessible only by links.

Getting Started with your New Superstore Website

How do I upgrade to the Enhanced Template?

\_\_\_\_\_

[Search Support](#)

Online Help is available instantly for you! Click on the Question Mark at the top of the Control Panel Home Page and you will open the extensive HELP/FAQ Dealer Only Website. Simply start typing your question and the website automatically suggests topics. Navigate through the correlating categories on the left. Check out our Resources section for articles, links and other assorted help tools. The Video Tutorials section offers over 30 instructional videos that you can watch on demand.

If your question is not answered here, please contact [support@pro-activewebsites.com](mailto:support@pro-activewebsites.com)